Appendix A:
List of Resources

The following list of Web sites, contact information, and additional suggestions can help you get started with your UV risk education project. This list includes examples of existing UV risk outreach tools, information on successful UV risk education strategies, financial assistance resources, volunteer groups that might be able to provide assistance, measurement resources, and information on working with the media.

Examples of Existing UV Risk Outreach Tools

- **SunWise <www.epa.gov/sunwise>.** Teachers and schools can join EPA's SunWise Program and receive a number of educational and outreach products. These include the SunWise Tool Kit (which includes a UV-sensitive frisbee), the SunWise Internet Learning Site, and UV Database. Students and teachers can use the SunWise Internet Learning Site and UV Database to report and interpret daily measurements of UV radiation, explore interactive Web-based games and activities, and link to other educational activities and resources. Go to <www.epa.gov/sunwise/join.html> to join the SunWise Program.

- **SunSmart <www.sunsmart.com.au>.** Australia's SunSmart Internet site provides comprehensive educational material, technical assistance tools, and sample sun-safe policies for primary and secondary schools, child-care facilities, community health service organizations, local government, medical specialists, workplaces, community groups, sport and recreation clubs, and the tourism industry.

- **Choose Your Cover <www.cdc.gov/ChooseYourCover>.** The Choose Your Cover Web site includes facts and statistics about skin cancer, information about the program, and access to all campaign and educational materials, some of which can be ordered online.

- **PoolCool <http://splash.hawaii.edu/sbsp/projects/ poolcool/home.html>.** PoolCool is a sun safety program especially designed for use at swimming pools. Swimming pools that join PoolCool receive an educational toolkit, sun safety signs, and technical support to promote sun safety during swimming lessons and other pool activities. For more information, contact Tom Elliot, Project Coordinator, at <poolcool@crch.hawaii.edu> or 808 586-3076, extension 69916.

- **Sunwise Stampede <www.foundation.sdsu.edu/ sunwisestampede/index.html>.** Sunwise Stampede is a sun safety program that encourages zoo visitors to protect themselves from UV radiation. The program consists of a tip sheet for parents, coupons for sunscreen and hats, art activities for children, and sun protection signs and reminders. The Sunwise Stampede Web site includes fun

educational games for children. For more information, contact Sunwise Stampede at <blewis@projects.sdsu.edu> or 619 594-8745.

- **Raising Awareness About Your Skin (RAYS).** The RAYS program is a skin cancer and sun awareness program for middle and high school students developed by the RAYS Task Force of the Montgomery County Ohio Medical Alliance. Contact RAYS at <RAYSTaskforce@aol.com> to receive a CD-ROM with slide presentations, study guides, and tests.

Successful UV Risk Education Strategies

- **Guide to Community Preventive Services <www.thecommunityguide.org/guide_basics/ guide_basics_f.html>.** The Guide to Community Preventive Services is a federally-sponsored initiative that will help communities develop effective skin cancer (and other disease) prevention education programs. The cancer chapter, which will provide recommendations on successful skin cancer prevention strategies, should be complete by summer 2002.

- **Plain English Network <www.plainlanguage.gov>.** This Web site is dedicated to helping make all communication materials more user-friendly through the use of plain English, which means to organize and write information with the reader's needs in mind. For tips on writing user-friendly documents, go to <www.blm.gov/nhp/NPR/pe_toc.html>.

Financial Assistance

- **EPA Grants Administration Division <www.epa.gov/ogd/index.htm>.** EPA and other government agencies provide grants to organizations that address a variety of envi-ronmental issues. To access funding opportunities, go to <www.epa.gov/ogd/funding_opportunities.htm>. For information on how to apply for a government grant, go to <www.epa.gov/ogd/grants/ how_to_apply.htm>.

- **The Foundation Center <www.foundationcenter.org>.** As the most authoritative source of up-to-date information on private philan-thropy in the United States, the Foundation Center provides print, CD-ROM, and online resources to help individuals and organizations identify appropriate grant sources and develop targeted proposals. To get started, visit <www.fdncenter.org/about/fchelp.html> for easy access to Foundation Center services. Note that some grants are available only to nonprofit organizations.

Volunteer Groups that Could Provide Assistance

- **Environmental Alliance for Senior Involvement <www.easi.org/about.html>.** The Environmental Alliance for Senior Involvement (EASI) seeks to increase opportunities for older adults to play an active, visible role in protecting and improving the environment in their communities. Contact EASI to learn more about the availability of senior volunteers at <easi@easi.org> or 540 788-3274.

- **Experience Corps® <www.experiencecorps.org/index.html>.** Experience Corps® provides schools and youth-serving organizations with older adults who serve as volunteers to improve the academic performance and development of young people. Go to <www.experiencecorps.org/site/sites/map.html> to find an Experience Corps® in your area.

Measurement Resources

- **Surveys Developed by Other UV Risk Education Programs.** Many UV risk education programs use surveys to measure their effectiveness in changing sun protection attitudes and behavior. Contact any of the programs listed above or mentioned in this handbook's case studies. (See Appendix B: Case Studies of UV Risk Education Programs to request sample surveys.)

- **InnoNet Evaluation Resources <www.innonet.org/workstation/about.cfm>.** InnoNet helps organizations improve their effectiveness. Go to <www.innonet.org/resources/eval_resources.cfm> for answers to frequently asked questions on how to evaluate programs and for background information on a number of evaluation topics.

Working With the Media

- **It All Adds Up to Cleaner Air Campaign, Effective Media Relations <www.epa.gov/oms/transp/traqpedo/italladd/media.htm>.** This Web page provides good descriptions of different media types and instructions on successfully working with the media to get your message out to the public.

- **Buckle Up America Campaign, Working With the Media <www.nhtsa.dot.gov/people/injury/airbags/buckleplan/ buckleup/media.html>.** Although focused on increasing seat belt use, this Web page provides helpful suggestions on generating media attention and creating newsworthy information.